

	UNIVERSITY OF RUHUNA FACULTY OF MANAGEMENT AND FINANCE	No. of Pages :01 No. of Questions:05 Total Marks :70
	BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE 3000 LEVEL FIRST SEMESTER END EXAMINATION - AUG/SEP 2025	Three Hours
MGT 31633: E-commerce		Academic Year 2024/2025
Instructions: <ul style="list-style-type: none"> • The question paper contains 05 questions. • Answer all questions. 		

1.
 - a) Define e-commerce and briefly explain the key benefits consumers experience through the use of e-commerce. (7 Marks)
 - b) Briefly explain seven (07) distinct characteristics that make e-commerce technology unique. (7 Marks)
(Total Marks 14)
2.
 - a) Briefly explain seven (07) key components of e-commerce business models. (7 Marks)
 - b) Briefly discuss the tools available to achieve website security. (7 Marks)
(Total Marks 14)
3.
 - a) Discuss with examples how small and medium-sized enterprises (SMEs) can benefit from adopting e-commerce in developing countries. (7 Marks)
 - b) Discuss the key legal issues that e-commerce businesses typically encounter. (7 Marks)
(Total Marks 14)
4.
 - a) Discuss the key factors that contribute to optimizing the performance of an e-commerce website. (4 Marks)
 - b) Explain why website performance is critical for digital consumers. (3 Marks)
 - c) Evaluate the role of mobile commerce (m-commerce) in shaping consumer behavior in the digital age. (7 Marks)
(Total Marks 14)
5.
 - a) Discuss three (03) emerging trends in e-commerce that businesses should proactively prepare to remain competitive. (7 Marks)
 - b) Analyze how the rise of digital consumers has forced traditional businesses to adapt to e-commerce trends. (7 Marks)
(Total Marks 14)
